

## Message Text

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14

ACTION EA-09

INFO OCT-01 EB-07 ISO-00 /017 W  
----- 025785

P 220910Z SEP 76  
FM AMEMBASSY TOKYO  
TO SECSTATE WASHDC 2425  
USDOC WASHDC

UNCLAS TOKYO 14257

USDOC FOR OIM/J

E.O. 11652:N/A  
TAGS: BEXP, JA  
SUBJECT: MARKET RESEARCH JAPAN

1. GOJ, ACCORDING TO NUMEROUS PRESS ARTICLES, CONTINUES TO BE CONCERNED WITH ITS TRADE SURPLUS AND IS SEEKING MEANS TO INCREASE IMPORTS INTO JAPAN. THE TIMING WOULD BE OPPORTUNE, THEREFORE, FOR USG TO MOUNT AGGRESSIVE EXPORT PROMOTION PROGRAM DIRECTED AT JAPAN. PRELIMINARY TO SUCH AN EFFORT SHOULD BE A CONTRACTED SECTORAL SURVEY OF THE JAPANESE MARKET.

2. A SECTORAL SURVEY WOULD FOCUS ON MARKET CHANGES AND EFFECT ON COMPETITIVENESS OF JAPANESE INDUSTRY, AND IMPLICATIONS FOR U.S. EXPORTS. ALTHOUGH SURVEY WOULD COVER SPECIFIC INDUSTRIAL SECTORS WITH HIGH POTENTIAL FOR INCREASED U.S. EXPORTS, IT WOULD NOT DUPLICATE OIM CONTRACTED RESEARCH. FURTHER, GOJ AND PRIVATE ORGANIZATIONS HAVE PUBLISHED REPORTS ON THE CHANGING STRUCTURE AND COMPETITIVENESS OF JAPANESE INDUSTRY, GENERALLY IN JAPANESE LANGUAGE, AS THEY AFFECT EXPORT AND IMPORT OF JAPANESE MANUFACTURERS WHICH WOULD BE OF INTEREST TO U.S. EXPORTERS. A SECTORAL SURVEY WOULD BRING TOGETHER IN ONE REPORT FOR AMERICAN EXPORTERS INFORMATION FROM A VARIETY OF SOURCES ABOUT TRENDS IN THE JAPANESE MARKET AND ASSIST USDOC PLANNING OF TRADE PROMOTION ACTIVITIES.

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3. ACTION REQUESTED: COMMERCE PROCEED ASAP WITH  
SECTORAL STUDY ON THE JAPANESE MARKET.  
HODGSON

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
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**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Comment:**  
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COM  
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